Exam #2

1.(m/c) All of the following are components of the theory of biological determinism EXCEPT:

a. human beings can be classified into homogenous groups-races- according to physical traits.

b. these physical traits are transferred from generation to generation.

c. racial groups share more than physical traits, such as, intelligence, morality, work ethic.

d. there are superior and inferior racial groups.

e. none are exceptions

2. (t/f) Cultural imperialism is the practice by which intellectuals and artists support imperialism by defining through their works the people of conquered nations as “other,” homogenous, inferior and threatening.

3.(m/c) The social construction of the “other” justified all of the following EXCEPT:

a. genocide of the indigenous people of the Americas.

b. eugenics in the U.S. and in Nazi Germany.

c. internment of Japanese-Americans in the U.S. during WWII.

d. slavery and segregation e. none are exceptions

4.(t/f) In the early 20th century, the middle class in the U.S. felt threatened by the power of the rich and the fear of the “other,” newly arriving immigrants.

5.(t/f) Two examples of the emerging national corporate media in the early 20th century were mass circulation magazines and corporate owned mass circulation newspapers.

6.(m/c) According to Le Bon, all of the following are characteristics of the crowd EXCEPT:

a. they are from the middle class b. irrational c. governed by the law of mental unity

e. easily manipulated e. none are exceptions

7.(t/f) Tarde argued that a “public mind” could be created through the mass media, especially the mass circulation newspapers.

8.(t/f) Woodrow Wilson ran for his second term as president using the slogan “He kept us out of war.”

9.(m/c) Which of the following were the propaganda strategies used by the House of Truth?

a. Create fear in the U.S. population, primarily fear of invasion.

b. Define the Germans as the “evil other” who kill babies.

c. Appeals to patriotism. d. b and c e. all of above

10.(m/c) The House of Truth used all of the following propaganda instruments EXCEPT:

a. publishing a newspaper advocating war. b. art posters with images of evil Germans.

c. films such as Pershing’s Crusaders. d. Four Minute Men e. none are exceptions

11.(m/c) All of the following were components of Walter Lippmann’s political theory of democratic realism EXCEPT:

a. average individual was not capable of understanding the complexities of modern mass society.

b. society should be governed by a scientific elite, bureau of experts.

c. experts should manufacture the consent of the public through the use of mass media.

d. the thought processes of the average individual were complex and sophisticated.

e. none are exceptions

12.(t/f) Lippmann and Bernay’s were influenced by Freud’s theory of the unconscious and this led them to believe that the unconscious was the most significant factor in understanding and manipulating human behavior.

13.(t/f) The irrationalist paradigm adopted by Lippmann challenged the belief that democracy of the people, by the people and for the people was possible.

14.(m/c) All of the following are characteristics of fascist movements EXCEPT:

a. highly nationalistic b. idealized/romanticized past c. racist

d. non-violent e. none are exceptions

15.(t/f) Education in the Third Reich focused on the mythical history of Germany and racial theories that claimed the superiority of the Aryan race.

16.(m/c) All of the following were components of Nazi ideology EXCEPT:

a. the Third Reich was going to be a thousand year utopia.

b. the leader is not just a dictator but a savior of the people, the Fuhrer Principle.

c. the Aryan race needed more living space and because it was a superior race it was justified in taking the land from inferior races.

d. there were “others” who were enemies by their biological nature who needed to be eliminated.

e. none are exceptions

17.(t/f) One of the historical factors that led to the rise of the Third Reich was the Treaty of Versailles.

18.(m/c) One of the factors in the social construction of the fascist utopia of the Third Reich was Fascist social theory. Which of the following were components?

a. There is a natural hierarchy to individuals, an elite who should lead society.

b. There was a biologically determined hierarchy of races.

c. A life force worked through the natural elite which gave them the will and power to lead.

d. a and b e. all of above

19.(t/f) According to fascist social theory, morality is a social construction that gives power to the weak by limiting the ability of the natural elite to act.

20.(m/c) All of the following are examples of how the Nazi’s created a “pseudo-reality” EXCEPT:

a. the saturation of cultural space with symbols like the Nazi Eagle.

b. architecture that reflected the values and goals of the Reich.

c. mass rallies d. radio broadcasts of Hitler’s speeches e. none are exceptions

21.(m/c) All of the following ways did The Triumph of the Will reinforce the pseudo-reality of the Third Reich EXCEPT:

a. Images of Hitler as a savior descending from the heavens.

b. Saturation of cultural space with symbols.

c. The absence of conflict, men living, eating, working and playing together.

d. Camera angle and images that emphasized Hitler as of the people.

e. none are exceptions

22..(t/f) The consumer subject is always anxious because consuming is a never ending process. There is always something more to buy.

23.(t/f) The self-worth of the consumer subject is determined by what it owns.

24.(t/f) The pseudo-reality of consumerism conceals contradictions; the primary one being its negative effects on the environment

25.(m/c) All of the following are characteristics of the pseudo-reality that has been constructed for consumer subjects to inhabit EXCEPT:

a. it is an eternal cornucopia of commodities.

b. it is a world where personal fulfillment is possible through consumption.

c. it is the best of all possible worlds.

d. it is a realm of freedom, freedom to choose. e. none are exceptions

26.(t/f) Fordism allowed companies to produce products faster and in greater quantities, therefore making it necessary to mass produce consumers.

27. (m/c) The Gospel of Mass Consumption involved all of the following EXCEPT:

a. higher wages b. selling consumerism as the modern lifestyle.

c. installment purchasing d. soap operas e. none are exceptions

28.(t/f) Advertisers were influenced by Freud’s theory of the unconscious.

29.(t/f) Advertisers referred to radio as the technology that conquered living space.

30. (m/c) The American Dream included all of the following EXCEPT:

a. nuclear family b. husband as breadwinner c. wife in the domestic sphere

d. living in the suburbs e. none are exceptions

31. (m/c) The government helped construct the American Dream in which of the following ways?

a. low interest, low down payment home loans b. construction of super highway system

c. subsidized infrastructure of the suburbs, such as, sewage, water, power.

d. a and b e. all of above

32.(m/c) Corporations helped construct the American Dream in all of the following ways EXCEPT:

a. loans and insurance to the new occupants of suburbia b. shopping centers

c. credit cards d. creation of middle class jobs e. none are exceptions

33.(t/f) The American Dream was exclusionary, suburbia was segregated.

34.(t/f) Advertisers referred to television as the “dream machine.”

35.m/c) Television advertising used which of the following techniques?

a. attractive visuals b. commercials that entertained rather than informed.

c. associated product with a value, usually associated with the American Dream.

d. a and b e. all of above

36.(m/c) Domestic sitcoms in the 50s, Leave It To Beaver for example, reflected the American Dream in all of the following ways EXCEPT:

a. nuclear family b. living in suburb c. consumer products throughout the house

d. women working e. none are exceptions

37.(t/f) “Keeping up with the Joneses” refers to the phenomenon of buying whatever new product one’s neighbor just bought.

38.(t/f) The first company to make it a priority to target children in their advertising was Disney.

39.(t/f) The Joneses of contemporary consumer society, the “new Joneses,” are not middle class; they are upper class.

40. (t/f) According to Lewontin, the conventional wisdom is that science is objective, an institution set apart from power relations.

41.(m/c) All of the following indicate the success of creating a consumer psychology EXCEPT:

a. a survey cited in class which found that almost two thirds of those surveyed always had something in mind to buy.

b. the same survey citing a ‘wish list” that included exotic vacations, second homes and luxury vehicles.

c. the same survey citing the fact that people dream about things they want to buy.

d. another survey citing $150,000 as what people would need to meet their needs.

e. none are exceptions

42.(m/c) According to Lewontin, science is enmeshed in society in all of the following ways EXCEPT:

a. the problems that science deals with are determined by social influences.

b. the practice of science is guided by those who have power and money.

c. what science does and how it does it is determined by the dominant economic and social

forces in a society.

d. the answers science arrives at tend to reproduce the society of which it is a part.

e. none are exceptions.

43.(t/f) According to Lewontin, science is an institution of legitimation and as such serves the ideological function of justifying the status quo.

44.(t/f) According to Lewontin, science has managed to take the place of religion because it claims to discover universal and eternal truths about reality.

45.(t/f) According to Lewontin, Darwin’s theory of evolution resembles the early free market theory of Adam Smith.

46.(m/c) In which of the following ways does Lewontin argue that genetics is not determinative?

a. He argues that one’s genetic heritage has an influence but is not determinative.

b. He argues that the environment plays a significant factor in the development of any organism.

c. He argues that developmental noise makes it impossible to predict developmental outcomes.. d. a and b e. all of above

47.(t/f) The specific goal of the study Binet was commissioned to perform was to develop techniques that could identify the students who might need some form of special education.

48.(t/f) Binet feared which of the following?

a. That his scale would be misunderstood as a measure of intelligence which he believed was too complex to be measured.

b. That his scale would be used as a way of labeling students within the system.

c. That if accepted as a measure of intelligence, it might serve as a self-fulfilling prophecy.

d. a and b e. all of above

49.(t/f) According to Gould, psychology embraced mental testing because it established the profession as a rigorous science, like physics.

50.(m/c) Gould argues all of the following EXCEPT:

a. There is no scientific evidence that there is a unitary intelligence which is heritable.

b. IQ tests do not measure intelligence.

c. IQ tests have been used to support racist, sexist and class-bias policies and practices in the U.S.

d. IQ tests continue to reproduce in the U.S. the status quo and the system of power arrangements.

e. none are exceptions